

## ORDER



**Orders**  
**Order / Rev:** 162718  
**Alt Order #:** 6258700  
**Product Desc:** PAUL RYAN FOR CONGRE  
**Estimate:** 841  
**Flight Dates:** 09/18/12 - 09/25/12  
**Original Date / Rev:** 09/18/12 / 09/18/12  
**Order Type:** GENERAL

WDJT-TV-LP

**Primary AE:** Matthew Norten  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency**  
**Name:** Crossroads Media  
**Buying Contact:** Noelle Ramsey  
**Billing Contact:**  
 66 Canal Center Plaza  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Poli/P Ryan/R/Con/WI  
**Demographic:** A35+  
**Product Codes:** PL Candidate  
**Priority:** LUR  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/25/12	33	\$9,210.00	\$7,828.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	33	\$9,210.00	\$7,828.50	0.00
<b>Totals</b>	<b>33</b>	<b>\$9,210.00</b>	<b>\$7,828.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WDJT-TV-LP	8%	\$9,210.00
Market	100%	\$115,125.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	31%	\$35,688.75
WITI	33%	\$37,991.25
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	28%	\$32,235.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WDJT	09/21/12	09/21/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	----1--	:30	1	\$300.00	LUR	0.00	NM	1	\$600.00

TEN AT 10PM

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/17/12	09/23/12	----1--	1	\$300.00	0.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
1	WDJT	09/17/12-09/23/12	M - SU Late News	10p - 1035p	-----F----	:30	(\$300.00)	0.00	NM

See MG 1.2

[NA at LUR]

Order / Rev: 162718  
 Alt Order #: 6258700  
 Flight Dates: 09/18/12 - 09/25/12

Advertiser: Poli/P Ryan/R/Con/WI  
 Product Desc: PAUL RYAN FOR CONGRE  
 Estimate: 841

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WDJT	09/21/12	09/21/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	----1--	:30	1	\$300.00	LUR	0.00	NM	1	\$600.00
TEN AT 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----1--	1		\$300.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WDJT	09/17/12-09/23/12		M - SU Late News		10p - 1035p	-----F----	:30		\$600.00		0.00	NM		
Ⓜ MG for 1.1 09/21															
2	WDJT	09/21/12	09/21/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	----1--	:30	1	\$120.00	LUR	0.00	NM	1	\$120.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----1--	1		\$120.00		0.00						
3	WDJT	09/21/12	09/21/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p	----1--	:30	1	\$70.00	LUR	0.00	NM	1	\$70.00
58 NEWS AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----1--	1		\$70.00		0.00						
4	WDJT	09/21/12	09/21/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	----1--	:30	1	\$200.00	LUR	0.00	NM	1	\$200.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----1--	1		\$200.00		0.00						
5	WDJT	09/21/12	09/21/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	----1--	:30	1	\$250.00	LUR	0.00	NM	1	\$250.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----1--	1		\$250.00		0.00						
6	WDJT	09/21/12	09/21/12	Fr 9p - 10p Blue Bloods	CM	9p - 10p	----1--	:30	1	\$500.00	LUR	0.00	NM	1	\$500.00
BLUE BLOODS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----1--	1		\$500.00		0.00						
7	WDJT	09/24/12	09/24/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	1-----	:30	1	\$300.00	LUR	0.00	NM	1	\$300.00
TEN AT 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	1-----	1		\$300.00		0.00						
8	WDJT	09/24/12	09/24/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	1-----	:30	1	\$100.00	LUR	0.00	NM	1	\$100.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	1-----	1		\$100.00		0.00						
9	WDJT	09/24/12	09/24/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p	1-----	:30	1	\$70.00	LUR	0.00	NM	1	\$70.00
58 NEWS AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	1-----	1		\$70.00		0.00						
N 10	WDJT	09/24/12	09/24/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	1-----	:30	1	\$200.00	LUR	0.00	NM	1	\$275.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	1-----	1		\$200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDJT	09/24/12-09/30/12		Jeopardy 6p-630p		M-F 6p-630p	M-----	:30		<del>(\$200.00)</del>		0.00	NM		
See MG 10.2															
[NA]															
2	WDJT	09/24/12-09/30/12		Jeopardy 6p-630p		M-F 6p-630p	M-----	:30		\$275.00		0.00	NM		
Ⓜ MG for 10.1 09/24															
11	WDJT	09/24/12	09/24/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	1-----	:30	1	\$325.00	LUR	0.00	NM	1	\$325.00

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 Product Desc: PAUL RYAN FOR CONGRE  
 Estimate: 841

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	1-----		1			\$325.00			0.00			
12	WDJT	09/22/12	09/22/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	-----1-	:30	1	\$300.00	LUR	0.00	NM	1	\$300.00
TEN AT 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-----1-		1			\$300.00			0.00			
14	WDJT	09/22/12	09/22/12	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p	-----1-	:30	1	\$75.00	LUR	0.00	NM	1	\$75.00
JEOPARDY/WHEEL FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-----1-		1			\$75.00			0.00			
15	WDJT	09/23/12	09/23/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	-----1	:30	1	\$300.00	LUR	0.00	NM	1	\$300.00
TEN AT 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-----1		1			\$300.00			0.00			
16	WDJT	09/23/12	09/23/12	Su 6p - 7p 60 Minutes	CM	6p - 7p	-----1	:30	1	\$800.00	LUR	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	-----1		1			\$800.00			0.00			
N18	WDJT	09/20/12	09/20/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	---1---	:30	1	\$300.00	LUR	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---1---		1			\$300.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDJT	09/17/12-09/23/12	M - SU Late News See MG 18.2 [NA at LUR]			10p - 1035p	---Th-----	:30		<del>(\$300.00)</del>		0.00	NM		
2	WDJT	09/17/12-09/23/12	M - SU Late News Ⓜ MG for 18.1 09/20			10p - 1035p	---Th-----	:30		\$600.00		0.00	NM		
20	WDJT	09/20/12	09/20/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	---1---	:30	1	\$120.00	LUR	0.00	NM	1	\$120.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---1---		1			\$120.00			0.00			
21	WDJT	09/20/12	09/20/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p	---1---	:30	1	\$70.00	LUR	0.00	NM	1	\$70.00
58 NEWS AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---1---		1			\$70.00			0.00			
22	WDJT	09/20/12	09/20/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	---1---	:30	1	\$200.00	LUR	0.00	NM	1	\$200.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---1---		1			\$200.00			0.00			
23	WDJT	09/20/12	09/20/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	---1---	:30	1	\$250.00	LUR	0.00	NM	1	\$250.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	---1---		1			\$250.00			0.00			
24	WDJT	09/25/12	09/25/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	-1-----	:30	1	\$300.00	LUR	0.00	NM	1	\$300.00
TEN AT 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-1-----		1			\$300.00			0.00			
25	WDJT	09/25/12	09/25/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	-1-----	:30	1	\$100.00	LUR	0.00	NM	1	\$100.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

Order / Rev: 162718  
 Alt Order #: 6258700  
 Flight Dates: 09/18/12 - 09/25/12

Advertiser: Poli/P Ryan/R/Con/WI  
 Product Desc: PAUL RYAN FOR CONGRE  
 Estimate: 841

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
25	WDJT	09/25/12	09/25/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p -1-----	:30	1	\$100.00	LUR	0.00	NM	1	\$100.00
DR. PHIL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-1-----				1	\$100.00		0.00			
26	WDJT	09/25/12	09/25/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su		5-530p/530-6p -1-----	:30	1	\$70.00	LUR	0.00	NM	1	\$70.00
58 NEWS AT 5PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-1-----				1	\$70.00		0.00			
N27	WDJT	09/25/12	09/25/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p -1-----	:30	1	\$200.00	LUR	0.00	NM	1	\$275.00
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-1-----				1	\$200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDJT	09/24/12-09/30/12		Jeopardy 6p-630p	M-F 6p-630p		-T-----	:30	(\$200.00)		0.00	NM		
See MG 27.2														
[NA]														
2	WDJT	09/24/12-09/30/12		Jeopardy 6p-630p	M-F 6p-630p		-T-----	:30	\$275.00		0.00	NM		
Ⓜ MG for 27.1 09/25														
28	WDJT	09/25/12	09/25/12	Wheel of Fortune 630p-7p 630p-7p/Wheel		M-F 630p-7p -1-----	:30	1	\$325.00	LUR	0.00	NM	1	\$325.00
WHEEL OF FORTUNE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-1-----				1	\$325.00		0.00			
N29	WDJT	09/19/12	09/19/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p --1----	:30	1	\$300.00	LUR	0.00	NM	1	\$600.00
TEN AT 10PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--1----				1	\$300.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDJT	09/17/12-09/23/12		M - SU Late News	10p - 1035p		--W-----	:30	(\$300.00)		0.00	NM		
See MG 29.2														
[NA at LUR]														
2	WDJT	09/17/12-09/23/12		M - SU Late News	10p - 1035p		--W-----	:30	\$600.00		0.00	NM		
Ⓜ MG for 29.1 09/19														
30	WDJT	09/19/12	09/19/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p --1----	:30	1	\$120.00	LUR	0.00	NM	1	\$120.00
DR. PHIL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--1----				1	\$120.00		0.00			
31	WDJT	09/19/12	09/19/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su		5-530p/530-6p --1----	:30	1	\$70.00	LUR	0.00	NM	1	\$70.00
58 NEWS AT 5PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--1----				1	\$70.00		0.00			
32	WDJT	09/19/12	09/19/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p --1----	:30	1	\$200.00	LUR	0.00	NM	1	\$200.00
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--1----				1	\$200.00		0.00			
33	WDJT	09/19/12	09/19/12	Wheel of Fortune 630p-7p 630p-7p/Wheel		M-F 630p-7p --1----	:30	1	\$250.00	LUR	0.00	NM	1	\$250.00
WHEEL OF FORTUNE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--1----				1	\$250.00		0.00			
34	WDJT	09/19/12	09/19/12	Wed 8p - 9p Criminal Minds	CM	Wed 8p - 9p --W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----				1	\$1,200.00		0.00			

WDJT-TV-LP